

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2015/2016

### BMK 2854 – MARKETING INFORMATION TECHNOLOGY (Distance Education)

29 FEBRUARY 2016  
9.00 AM – 11.00 AM  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (excluding cover page)
2. Attempt ANY FOUR (4) out of SIX (6) questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

**Essay questions – 100 marks****Answer only 4 questions.****Question 1**

a) Discuss the reasons for an e-marketer to create or nurture a Web site for building an online community. (10 marks)

b) Discuss the differences between micromarketing, multi-segment marketing, niche marketing, and mass marketing. (15 marks)

**Question 2**

a) Define competitive intelligence. Identify and briefly explain some sources of online CI data. (10 marks)

b) List and justify the strengths and weaknesses of the Internet for primary and secondary data collection. (15 marks)

**Question 3**

Identify the three main markets of e-business, and discuss the differences between them. (25 marks)

**Question 4**

a) Discuss the various types of techniques where e-marketers can employ in order to enhance new product development. (10 marks)

b) Explain the reasons a company is able to directly control their differentiation of its brand but not its positioning. (15 marks)

**Continued .....**

**Question 5**

- a) Discuss the reasons for an e-marketer to forecast revenue, expenses, ROI, and payout for new products under consideration. (10 marks)
- b) Explain the process where e-marketer use geographic and negotiated pricing online. (15 marks)

**Question 6**

- a) Define direct marketing. Provide relevant examples to support the explanation. (5 marks)
- b) Explain the advantages and disadvantages of email marketing (20 marks)

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